

FOUNDATION for the ADVANCEMENT
of GRAIN BASED FOODS

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January 25, 2005

Lester Crawford, DVM, Ph.D.
Acting Commissioner
Food and Drug Administration
5600 Fishers Lane
Rockville, MD 2085

Dear Dr. Crawford:

The Grain Foods Foundation, established in 2004, is a non-profit organization dedicated to advancing the public's understanding of the beneficial role grain-based foods play in the human diet.

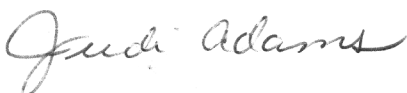
We are writing this letter to encourage prompt action by FDA on the General Mills Whole Grain Claims Citizens petition filed with FDA on May 11, 2004 (DK/H 2004-0223CP1). While we have not committed to supporting the petition exactly as written, we think it is urgent that FDA act on it and send it to the public for comments.

Numerous focus groups and surveys with consumers demonstrate the consumer might be more willing to following the recommendation to consume more whole grains IF they could identify them. Content claims for "excellent source," "good source" and "made with whole grains" would give consumers a practical tool to help make sound nutritional purchases.

The 2005 Dietary Guidelines for Americans strongly emphasize the need for consumers to eat more whole grains. Nutrient content claims would help facilitate this recommendation.

Thank you for your prompt attention to this matter.

Sincerely,


Judi Adams, MS, RD
President

01:57 PCVD

01:20-CE/01:57 RCVD



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